

Business Improvement District Council



Building neighborhoods that work



Business Improvement District Council

The Business Improvement District Council (BID Council) is an umbrella organization of San Diego's business improvement districts (BIDs).

Formed as the "Co-ordinating Council" of Business Improvement Districts in 1993, it was started as informal meetings of BID presidents and Executive Directors to pool resources and ideas.

The BID Council remains the only municipal-wide coalition of individual business or property-based special district programs in the nation that is run outside of government.

The model of collaboration outside of government has allowed for the BID Council to introduce revolutionary programs to help small businesses succeed.

Why the BID Council?



- Business Improvement District Council has been able provide enormous amount of private sector creativity towards the solution of public problems.
- The BID Council looks for unique and new ways to raise more money to reinvest into our older commercial neighborhoods and business communities.



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Micro Districts
Special Event Support
Tree Planting Program
Technical Assistance
Government Relations &
Collaboration

Micro Districts



12 “Micro BID” groups from all over the City

Maximum funding \$8,500 for each group

Micro Business Districts provide organized and targeted assistance in areas such as business development and retention, marketing, organization, funding, and special events.



The program serves San Diego business districts which have an insufficient number of businesses to form Business Improvement Districts (BIDs).

Provides Technical Assistance to smaller non profits with staff time, mentoring, and expertise in community development to these mostly volunteer groups.

Special Event Support

- Free Rental of Equipment

- \$30,000 worth of special event equipment that is free to member BIDs and Micro BIDs

- 30 on call employees that work on events year round



Tree Planting Program



Studies show **increase in consumer activity** in those areas that have trees and are well landscaped. Consumers priced goods higher, expressing a willingness to pay 11.95% more in landscaped business districts featuring trees, compared to business districts without these amenities.

This “amenity margin” represents potential revenues for business districts and merchants.

Last year the BID Council with the BID Foundation and the California Dept. of Forestry Grant funding planted 144 trees in BID communities.



Technical Assistance

- In FY 11 the BID Council helped the City's OSB and Council District 1 find a way to work with the La Jolla Community to develop a new non profit business association in the community that will be applying for management of the La Jolla BID for FY 12.
- Continue to provide in-kind services and/or funding to provide to BIDs, chamber and merchants associations with programs that help their organizations with business development, education and training programs.
- The BID Council provides assistance with Best Management Practices and access to data that might not be available on an individual basis.
- Coordinated the inclusion of 3 new BIDs into the Public Right of Way Program- allowing business owners new revenue opportunities in three new communities.

Government Relations & Collaboration

- Advocacy small business issues, regulatory relief & infrastructure improvements
- Funding for group projects
- Grant opportunities and Grant research
- Resource library
- Formation assistance- currently working with Point Loma Village, Midway and Diamond
- Staff training

